

A large, white iceberg with a jagged, textured surface floats in a dark teal, almost black, body of water. The lighting creates highlights on the ice's ridges and shadows in its crevices.

THE
EARTHSHOT
PRIZE

2022

THE
EARTHSHOT
PRIZE

ROADMAP TO REGENERATION

**2022 SELECTION
PRIORITIES**

ROADMAP TO REGENERATION

INTRODUCTION

THE
EARTHSHOT
PRIZE

INTRODUCTION

An aerial photograph of a dense, green forest serves as the background for the main text. The text is arranged in four lines, centered horizontally. The first three lines are in a bold, yellow, sans-serif font, and the fourth line is in a bold, white, sans-serif font.

**URGENT
OPTIMISM
+ ACTION
= CHANGE**

This document sets out The Earthshot Prize's priorities for selection in 2022. These priorities are grounded in extensive research and consultation, and will be used as a guide and basis to search for and select the solutions that will become the next winners of The Earthshot Prize.

The Earthshot Prize is based on the simple equation of urgency + optimism = action. We aim to urgently encourage and scale solutions that can help repair the planet and help communities and nature thrive by 2030. This aim is embodied by two strategic imperatives:

- Support environmental innovators and scale the impact of their solutions.
- Spark urgent optimism and action through culture-shaping storytelling

To ensure we scale the solutions with the most significant impact for our planet in 2022, we have developed selection priorities – our areas of focus for the year. We have identified priority areas of interest for each of the five Earthshots, as well as five common filters against which to assess nominated solutions.



ROADMAP TO REGENERATION

2022 PRIORITIES FOR EACH EARTHSHOT

THE
EARTHSHOT
PRIZE

2022 PRIORITIES FOR PROTECT AND RESTORE NATURE



**PROTECT
AND RESTORE
NATURE**

1

Paying environmental stewards
and improving land rights

2

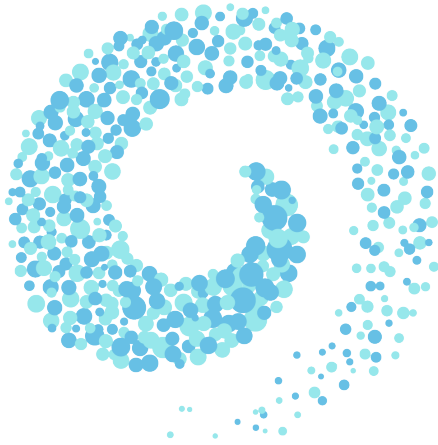
Using agricultural commodity
markets as a lever to reduce harm
to tropical forests

3

Increasing yields in biodiverse,
regenerative agriculture



2022 PRIORITIES FOR CLEAN OUR AIR



CLEAN OUR
AIR

1

Engaging citizens in data collection and advocacy

2

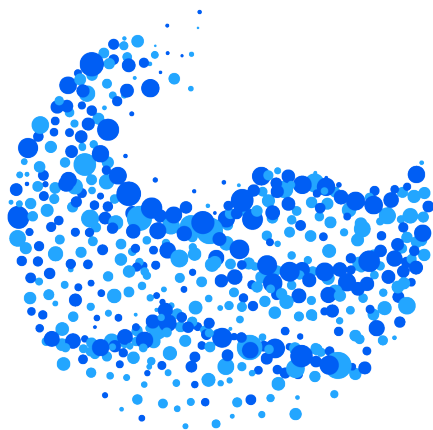
Stopping the burning of agriculture and forests

3

Addressing personal transportation



2022 PRIORITIES FOR REVIVE OUR OCEANS



**REVIVE OUR
OCEANS**

1

Reducing and addressing
overfishing

2

Developing ocean ecosystem
services that mitigate climate
change: 'blue carbon'

3

Advancing climate change
solutions with ocean benefits



2022 PRIORITIES FOR BUILD A WASTE-FREE WORLD



**BUILD A
WASTE-FREE
WORLD**

1

Preventing the excessive
use of resources

2

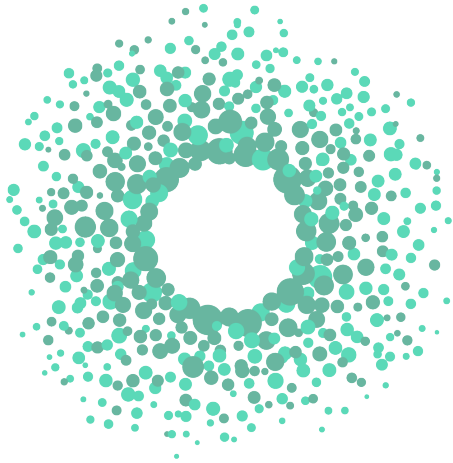
Extending the use of goods
(particularly food, clothes, plastics)

3

Better managing waste once
it has been generated



2022 PRIORITIES FOR FIX OUR CLIMATE



FIX OUR
CLIMATE

1
2
3

Transitioning to
renewable energy

Reducing methane
emissions

Constructing buildings
fit for the future



ROADMAP TO REGENERATION

FIVE FILTERS FOR ASSESSING NOMINATIONS

THE
EARTHSHOT
PRIZE

FIVE FILTERS FOR ASSESSING NOMINATIONS

PREVENTION RESTORATION ADAPTATION

FILTER 1

We seek three types of intervention:

- Prevention: we primarily seek innovations that can provide an alternative to approaches that cause harm.
- Restoration: we want to make systems we use today better. In this, we seek innovations that are regenerative or restorative.
- Adaptation: we know that much damage is already done. We seek innovations that help minimise the impact on people and on the environment.

While our selection process seeks nominations from all three categories, in 2022 we will put additional weighting on preventative solutions as they address the source of the problem.

DIVERSITY COLLABORATION VARIETY

FILTER 2

We consider solutions from any country or sector: for-profit, non-profit, hybrid, government, movement and collaboration.

Last year our Finalists included a schoolgirl, a grassroots non-profit, tech- driven start-ups, global data monitoring systems, a city and a country.

SCALING UP WORKING SOLUTIONS

FILTER 3

The Earthshot Prize has a particular focus on solutions which are beyond idea stage, have tested their solution in-field or with audiences, and are at a 'tipping point' for scaling or replication.



FIVE FILTERS FOR ASSESSING NOMINATIONS

**INSPIRING
INCLUSIVE
IMPACTFUL**

FILTER 4

We select Finalists with solutions that are:

- Inspiring: sparks the imagination.
- Inclusive: builds inclusion, equity, and benefits for people.
- Impactful: have proven impact with potential to scale.

**HOPEFUL
MAGICAL
WILDCARDS**

FILTER 5

We see four cross-cutting areas that are desired in nominations.

- Solutions that leverage the disruptive force of democratised data technologies.
- Solutions that leverage new financial and legal mechanisms.
- Solutions led and informed by women and Indigenous voices.
- Wildcards. Magical, Disruptive, Hopeful solutions.

**VERSATILE
OPEN-MINDED
CREATIVITY**

OUR BELIEFS

This is a guide, and not a prescriptive and exhaustive set of criteria. We will consider nominations on any topic within any Earthshot, and encourage 'wildcard' nominations as well as nominations in our priority areas. We chose these priorities because they are key levers that will put us on a trajectory towards a thriving planet.

The priorities under each Earthshot may change each year as progress is made and solutions are scaled. We are excited to see the inspiring solutions that meet these priorities in 2022.



MAGICAL DISRUPTIVE WILDCARD SOLUTIONS



